Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014

Message Text

UNCLASSIFIED

PAGE 01 SAO PA 01271 291213Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
----------112023 301218Z /43
R 281945Z APR 78
FM AMCONSUL SAO PAULO
TO USDOC WASHDC
INFO SECSTATE WASHDC 8479
AMEMBASSY BRASILIA
AMCONSUL RIO DE JANEIRO
AMCONSUL SALVADOR POUCH

UNCLAS SAO PAULO 1271

FROM COMMERCIAL COUNSELOR

E.0. 11652: N/A
TAGS: BEXP, BR
SUBJ: TRADE CENTER SCHEDULING FY 1980

REF: USDOC 07757

1. THE COMMERCIAL COUNSELOR, THE MINERALS OFFICER, THE TRADE CENTER, AND THE CONSULATES GENERAL IN SAO PAULO ANDNRIO DE JANEIRO ARE ALL IN AGREEMENT THAT SAO PAULO IS THE WRONG LOCATION FOR PROMOTION OF PETROLEUM EXPLORATION AND PRODUCTION EQUIPMENT. THE ONLY POTENTIAL BUYERS OF THIS EQUIPMENT ARE PETROBRAS, FIRMS WORKING FOR PETROBRAS, AND FIRMS SUPPLYING EQUIPMENT TO THE FOREGOING. THESE ARE CONCENTRATED IN RIO DE JANEIRO, WITH SECONDARY LOCATIONS IN OTHER COASTAL AREAS. WE THERFORE RECOMMEND THAT ANOTHER THEME BE SELECTED FOR THE TRADE CENTER FOR OCTOBER 1979 AND THAT USDOC PARTICIPATE IN THE OFFSHORE BRAZIL OIL SHOW IN RIO DE JANEIRO IN JUNE 1980, POSSIBLY AS AN OFF-SITE SHOW STAGED BY THE SAO PAULO TRADE CENTER STAFF.

2. IN SPITE OF THE MODEST USG PARTICIPATION, THE US WILL HAVE BY FAR THE LARGEST REPRESENTATION AT OFF-SHORE 1978, WITH 48
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 SAO PA 01271 291213Z

INDEPENDENT STANDS (NOT COUNTING THE 100 OR SO FIRMS COVERED IN THE USDOC CATALOG SHOW). THE 48 US FIRMS ARE TAKING A TOTAL OF 53 STANDARD 4 BY 4 METER BOOTHS, FOR A TOTAL OF 848 SQUARE METERS. INCLUDING THE 22 SQUARE METERS OF THE CATALOG EXHIBIT, THE TOTAL FLOOR SPACE OCCUPIED BY US EXHIBITS WILL BE 870 SQUARE METERS. AT THE 1978 PRICE OF $159 PER SQUARE METER FOR A BOOTH WITH CARPET, WALLS, LIGHTING AND SIGN, THIS REPRESENTS AN INVEST-

Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014

Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014

MENT OF $138,430.

3. OTHER EXHIBITORS AT OFF-SHORE 1978 INCLUDE THE UK, WITH 7 INDEPENDENT STANS AND A QUASI-OFFICIAL GROUPING OF 27 FIRMS IN A SEPARATE COMPLEX; FRANCE, WITH 8 INDEPENDENTS AND A QUASI-OFFICIAL GROUPING OF 14 ADDITIONAL FIRMS IN A LARGE SINGLE STAND; THE FRG, WITH A DOZEN INDEPENDENTS AND 3 IN AN OFFICIAL STAND; BELGIUM; NORWAY; THE NETHRLANDS; SWEDEN; ITALY; DENMARK; MEXICO; CANDAD AND JAPAN. THERE WILL ALSO BE 34 BRAZILIAN FIRMS. ALTOGETHER FIVE FORIENG GOVERNMENTS HAVE STANDS IDENTIFIED AS OFFICIAL, AND THREE OTHERS APPEAR TO BE QUASI-OFFICIAL.

4. OFF-SHORE BRAZIL IS BEING HELD AT THE NEWLY CONSTRUCTED CENTRO INTERNACIONAL RIOTUR SOUTH OF RIO DE JANEIRO. THIS FACILITY, BUILT JOINTLY BY THE CITY OF RIO DE JANEIRO, THE CITY TOURIST AGENCY RIOTUR, AND THE NATIONAL TOURIST ORGANIZATION EMBRATUR, CONSISTS OF A CENTRAL HALL, WITH OFFICES AND A SHIPPING MALL, A CONGRESS HALL, AND AN EXHBIITION HALL. THE EXHIBIT HALL HAS AN INTERNAL AREA OF 31,500 SQUARE METERS, OF WHICH 20,230 ARE INTENDED FOR EXHIBIT SPACE, WITH A 10 METER HIGH CEILING. THERE IS CAPACITY FOR 440 STANDS OF 4X4 METERS EACH. TWO UNDERGROUND SERVICE TUNNELS HOUSE WATER, DRAINAGE, LIGHT, POWER, COMMUNICATIONS, GAS, AND COMPRESSED AIR NETWORKS. A BROCHURE DESCRIBING THE FACILITIES IS BEING POUCHED TO BED/OIM/CMM BRAZIL.

UNCLASSIFIED

UNCLASSIFIED

5. ALTHOUGH THE GOB HAS REDUCED THE NUMBER OF INTERNATIONAL TRADE FAIRS HELD IN BRAZIL, THERE HAS BEEN NO DECREASE IN INTEREST IN SUCH SHOWS BY EXHIBITORS OR VISITORS. A GOOD EXAMPLE WAS ENERGY 78, HELD APRIL 10 THROUGH 16 AT ANHEMBI PARK IN SAO PAULO. ENERGY 78 HAD OFFICIAL PARTICIPATION BY THE GOVERNMENTS OF THE US, THE UK, CANAD, FRANCE, FRG, POWAND AND HUNGARY AND EXHIBITS BY 35 BRAZILIAN AND 74 FOREIGN COMPANIES. CANADA HAD 25 COMPANIES EXHIBITING, THE UK 13, AND FRANCE AND GERMANY 11 EACH. ENERGY 78 WAS HELD JOINTLY WITH THE NATIONAL ELECTRICAL EQUIPMENT SHOW, WHICH HAD 170 BRAZILIAN EXHIBITORS. THE TWO FAIRS TOGETHER ATTRACTED 123,000 VISITORS.

6. THE ORGANIZERS OF OFF-SHORE BRAZIL ARE NOT PREPARED AT THIS TIME TO DISCUSS PRICES OR ARRANGEMENTS FOR THE 1980 #92. HOWEVER, ASSUMING OFF-SHORE 1978 IS A SUCCESS, EXHIBITOR INTEREST IN THE 1980 SHOW SHOULD STILL BE HIGH ENOUGH TO PERMIT A SUCCESS-FUL USDOC-SPONSORED SHOW. BY NEGOTIATING A LARGE AREA WE MIGHT BE ABLE TO OBTAIN A DISCOUNT FROM THE LIST PRICE FOR SPACE RENTAL. IN ANY CASE, WE SHOULD BE ABLE TO CHARGE A MARK-UP SUFFICIENT TO MAKE THE SHOW LARGELY SELF-SUSTAINING. OUR BEST ESTIMATE AT THIS POINT IS THAT COSTS SHOULD NOT EXCEED EXHIBITORS CONTRIBUTIONS BY MORE THAN $20.000. WE RECOMMEND THAT

Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014

Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014

USDOC INCLUDE THIS AMOUNT IN ITS FY 1980 BUDGET FOR THIS EVENT.
BHAPIN

UNCLASSIFIED

NNN

Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014

Message Attributes

Automatic Decaptioning: Z
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 28 apr 1978
Decaption Date: 20 Mar 2014
Decaption Note: 25 YEAR REVIEW
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978SAOPA01271
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780184-1234
Format: TEL
From: SAO PAULO
Handling Restrictions:
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t1978044/aaaaadba.tel
Line Count: 118
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 407c8bab-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: ONLY
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: ONLY
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2917573
Secure: OPEN
Status: NATIVE
Subject: TRADE CENTER SCHEDULING FY 1980
TAGS: BEXP, BR
To: COM
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/407c8bab-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014